



Madison's Central Business Improvement District (BID)

Update, July 9

Today's Topics:

BID Promotion Opportunities for Businesses:

-UW-Madison "Move Out" Initiative August 14-15

-Ride the Drive August 30

How was your 4th? BID Ambassadors Booths Were Busy

Madison Parks Open House July 15

Madison Featured in Sunday New York Times

BID 2009 Cooperative Advertising Opportunities – July deadlines

Peace Park Design Plans, upcoming meetings--UPDATED

Construction Update including planned Downtown projects 2010-2015

BID Vote

Events & Dates – Art Fair On the Square, Off the Square, this weekend, July 11-12

BID Promotion Opportunities for Businesses

The BID has partnered on the following promotion opportunities for businesses.

-UW-Madison "Move Out" Initiative August 14-15

Associated Students of Madison has organized an all-new "UW Student "Move Out Night" Initiative, August 14-15" The Student Activity Center on campus (University Square) will be made available to students to stay overnight August 14-15. Movies, games, refreshments, prize giveaways are planned. Students can park loaded vehicles in designated University lots. The BID, UW Visitor and Information Programs, and many others are partnering.

How can your business participate? By donating items for giveaways at the event that will make the evening fun for grateful students. Organizers are looking for individual gift certificates or product donations (i.e. clothing items, hats, sports items, jewelry, electronics, etc.). Please donate items that you feel best serve student needs and your local business or product. All types of donations are welcome.

Businesses interested in donating should contact Nick Gonzales at UW Visitor & Information Programs, ngonzales@bascom.wisc.edu or 608-263-0636.

-Ride the Drive August 30

Ride the Drive will bring cyclists, walkers & others to State St., Capitol Square (esp. N. Pinckney & E. & W. Mifflin) and E. Washington Ave. on Sunday, August 30, from 8 am to 2 pm. Event website is <http://www.cityofmadison.com/transportation/rideDrive/>

The BID is partnering with Ride the Drive to:

a. Encourage downtown businesses to be open Sunday, August 30 between 8 am and 2 pm (for at least part of the time)

b. Consider special offers, discounts, or in-store activities that day. More info and signup form for BID businesses is at: http://www.visitdowntownmadison.com/news/index.php?category_id=2554
Sign Up Deadline: Friday, August 7.

The list of participating businesses will be on the BID website, linked on the Ride the Drive website, handed out at BID Ambassador Booths, and otherwise cross-promoted with Ride the Drive.

How was your 4th? BID Ambassadors Booths Were Busy

How was business for you over the July 4th weekend? Let us know! BID Ambassador booths were open regular hours, and were very busy on Saturday, July 4, serving more than 300 downtown customers.

Madison Parks Open House July 15

Madison Parks will hold its first ever Open House Wednesday, July 15 from 11:00 a.m. to 1:00 p.m. on the 100 block of Martin Luther King Jr. Blvd. Attendees can receive free handouts with information about each division under the Parks, quiz Olbrich horticulturists and certified arborists, visit a 'dog park' and even watch demonstrations by large equipment used for park maintenance. You can have Parks Staff answer your questions, take home brochures and maps about the many sections under the Parks Division, or just get to know the parks and facilities. More info at:

<http://www.cityofmadison.com/parks/major/openhouse.html>

Madison Featured in Sunday New York Times

Madison (including downtown destinations) was featured in an article in last Sunday's New York Times Travel section – "36 hours in Madison, Wis."

<http://travel.nytimes.com/2009/07/05/travel/05Hours.html>

BID 2009 Cooperative Advertising Opportunities – July deadlines

Madison Symphony Orchestra 08/09 Program Book. Deadline extended to July 31.

Contact: Your Madison Magazine representative or Connie S. Lanter, 608.270.3616,

clanter@madisonmagazine.com

See sample ad page at: http://www.visitdowntownmadison.com/uploads/media/mso_bid.pdf

Find the full list of BID advertising and marketing opportunities at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2554

Peace Park Design Plans, Meetings--UPDATED

Planning and design are underway for the Peace Park reconstruction with a visitor center which BID Ambassadors will staff year round, with construction expected to start at the end of this year. Peace Park design plans will be presented and discussed as one of the agenda items at the following city meetings (please note – Plan Commission date is a change from the date previously listed).

Urban Design Commission, Wed., August 5, 4:30 pm, Check Legistar for agenda, location.

BID Board Meeting, Thursday, August 6, noon-1:30pm, 615 E. Washington Ave., 2nd floor. Agenda will be posted here: http://www.visitdowntownmadison.com/about/index.php?category_id=2494

Plan Commission, Mon., August 17, 5:30 pm, Check Legistar for agenda, location.

Legistar: <http://legistar.cityofmadison.com/calendar/#current>

Additional information on BID website:

http://www.visitdowntownmadison.com/news/index.php?category_id=4394

Construction Update including planned Downtown projects 2010-2015

Downtown Construction Projects:

- University/Gorham/Broom (through mid-Sep.)
- 400 block West Gilman (through mid-August)
- Capital Square Streetscape work on East & West Mifflin & N. Pinckney St.(through early July)

-Gilman St. (400 block) - street paving scheduled for Tuesday, July 14.

-Lane Shifting -Gorham between State & Bassett: Now scheduled for early in the week of July 13. Travel lanes will shift over to north side & construction to south side. Travel lanes will also increase from 1 to 2 lanes, except during paving during non-peak hours.

Full project descriptions, updates, Downtown Madison "Get Around Guide" at:

http://www.visitdowntownmadison.com/news/index.php?category_id=2477

Next construction meeting: July 14, 10am, University Square Food Court

FYI - construction in the UW Campus Area: Road and Utility Construction starting Mid-May:

<http://www.news.wisc.edu/16687> **Observatory Drive work has now been delayed to 2010**

Chazen Museum of Art, 800 University, has begun construction on its expansion, slated to open in 2011:

<http://www.chazen.wisc.edu/about/news/Groundbreaking.htm>

Future Downtown Area City Construction Projects 2010-2015:

Projects within BID District plus 2010 projects adjacent to or on routes to downtown.

List: http://www.visitdowntownmadison.com/uploads/media/Planned_Construct.pdf

State St. side streets 2009-2015 (map):

http://www.visitdowntownmadison.com/uploads/media/Planned_Construct_Map.pdf

City Public Works website, planned projects:

<http://www.cityofmadison.com/business/pw/proposedRoadConstruction.cfm>

Construction Survival Guide: <http://www.visitdowntownmadison.com/uploads/media/survivalguide.pdf>

BID Vote

Continuation of the BID requires affirmative renewal by BID property owner vote every 5 years. The property owner vote is now underway and will conclude July 31. This vote will be to authorize the BID assessment, operations, programs and services for 2010 through 2014.

Value-added programs and services provided by the BID (which will **go away** if the BID is not re-authorized) include:

- This weekly email update
- BID Construction Updates & advocacy
- Downtown Map & Guide - 200,000+ distributed annually.
- Information Ambassador Program - 28,000 downtown customers helped in 2008
- Subsidized cooperative advertising that saves businesses money
- Downtown Madison Gift Certificate Program
- Planting Program, Hanging Baskets, Holiday Lights, Decorations

Greater State Street Business Association (GSSBA) Supports BID Renewal

Read why here: http://www.visitdowntownmadison.com/uploads/media/GSSBA_Support_BID_June25.pdf

Downtown Madison Inc. (DMI) Supports BID Renewal

Read why here: http://www.visitdowntownmadison.com/uploads/media/DMI_Support_Letter.pdf

More information is at: http://www.visitdowntownmadison.com/about/index.php?category_id=4407.

Events, Dates:

Art Fair on the Square, July 11-12, <http://www.mmoca.org/events/artfair/index.php>

Art Fair Off the Square, July 11-12, <http://www.artcraftwis.org/afos.html>

Madison Parks Open House, July 15, <http://www.cityofmadison.com/parks/major/openhouse.html>

Dane County Farmers Market on the Square, Saturdays, April 18 -Nov. 7, <http://www.dcfm.org/>

Wednesday Farmers Market on Martin Luther King, Jr., Blvd., April 22 -Nov. 4, <http://www.dcfm.org/>

Madison Trust for Historic Preservation Walking Tours, May 23-Sep. 26,
<http://www.madisontrust.org/tours/index.html>

Folk on State, Saturdays, June-August, <http://www.madfolk.org/FolkOnState.htm>

Lunchtime Live, Tuesdays, June 16-August 4, Capitol Square,
http://www.downtownmadison.org/programs/index.php?category_id=1600

Concerts on the Square, Wednesdays, June 24-July 29,
<http://www.wcoconcerts.org/new/cos/concertsonthesquare.php> - this weeks concert postponed to
Thursday, July 2

Maxwell Street Days Summer Sidewalk Sale, July 17-19, www.maxwellstreetdays.org

Paddle & Portage, July 18, <http://www.paddleandportage.org>

Capitol Mile Race, July 26, <http://www.witrackclub.org/events/capmile.htm>

Dane Dances, Fridays, Monona Terrace Rooftop, August 7-28
http://www.mononaterrace.com/community/community_events.html#danedances

Jazz at 5, Wednesdays, August 5-26 <http://jazzat5.org/site/>

Ride the Drive, August 30 <http://www.cityofmadison.com/transportation/rideDrive/>

Taste of Madison, Capitol Square, Sep. 5-6 <http://www.tasteofmadison.com/>

Ford Ironman Wisconsin, Sep. 13 <http://www.ironmanwisconsin.com/>

Monona Terrace Events Calendar: <http://www.mononaterrace.com/events/eventsearch.php>

Alliant Energy Center Events Calendar: <http://www.co.dane.wi.us/danedept/expo/events/events.asp>

More events at <http://www.visitdowntownmadison.com/events/index.php>

2009 BID Board Meeting Schedule

The 2009 BID Board Meeting schedule is posted on the BID website at http://www.visitdowntownmadison.com/about/index.php?category_id=2494, along with meeting agendas and minutes. The Board meets the first Thursday of every month from noon-1:30 pm at 615 East Washington Ave. Board meetings are open meetings, and business and property owners are invited and encouraged to attend. The BID Board meetings follow city of Madison committee meeting procedures. You are welcome to speak/provide public comment at the meeting. Please simply fill out a speaker registration form and give to the Board chair before the meeting.

This update provided courtesy of Madison's Central Business Improvement District (BID). If you have comments, suggestions or questions, please contact Mary Carbine, BID Executive Director, mcarbine@downtownmadison.org or (608) 443-1973, or Mitch Freund, BID Programming Coordinator, mfreund@downtownmadison.org, (608) 443-1976. See the BID Newsletter Archive and other news at: <http://www.visitdowntownmadison.com/news/index.php>